WHAT IS CLAIMED IS:

1. An image pickup apparatus comprising:

setting means for setting a plurality of chapters; and

control means for controlling photography operation in an order of the set chapters on the basis of settings of the plurality of chapters by said setting means,

wherein said setting means sets, for each of the plurality of chapters, a photography time and a mode for executing desired photography during the photography time.

2. The apparatus according to claim 1, wherein when the photography time of a given chapter is prolonged, said control means corrects the photography times set by said setting means for the chapters to be photographed after the given chapter, thereby controlling the photography operation.

3. The apparatus according to claim 2, wherein said control means shortens the photography times for the chapters to be photographed after the given chapter by a prolonged part of the photography time of the given chapter in proportion to the photography times set by said setting means.

4. The apparatus according to claim 1, further comprising:

designating means for designating recording of a

photographed image,

wherein said control means starts the photography operation of a new chapter every time recording of the photographed image is designated by said designating means.

5. The apparatus according to claim 1, wherein said setting means sets a mode for performing desired exposure control for each chapter.

6. The apparatus according to claim 5, wherein said setting means sets the mode from a scenic mode, sports mode, and portrait mode.

7. The apparatus according to claim 1, wherein said setting means sets one of an interlaced photography mode and a non-interlaced photography mode.

8. The apparatus according to claim 1, wherein said setting means sets a special effect between the chapters.

9. An image pickup method comprising the steps of:

setting a photography time and a mode for executing desired photography during the photography time for each of a plurality of chapters; and

controlling photography operation in an order of the set chapters on the basis of settings of the plurality of chapters.

10. The method according to claim 9, wherein when the photography time of a given chapter is prolonged, the photography times preset for the chapters to be

photographed up after the given chapter are corrected to control the photography operation.

11. The method according to claim 10, wherein the photography times for the chapters to be photographed after the given chapter are shortened by a prolonged part of the photography time of the given chapter in proportion to the preset photography times.

12. The method according to claim 9, wherein the photography operation of a new chapter is started every time recording of a photographed image is designated.

13. An operation processing program for an image pickup apparatus, comprising operation processing steps of:

setting a photography time and a mode for executing desired photography during the photography time for each of a plurality of chapters; and

controlling photography operation in an order of the set chapters on the basis of settings of the plurality of chapters.

14. The program according to claim 13, wherein when the photography time of a given chapter is prolonged, the photography times preset for the chapters to be photographed after the given chapter are corrected to control the photography operation.

15. The program according to claim 14, wherein the photography times for the chapters to be photographed after the given chapter are shortened by a prolonged

part of the photography time of the given chapter in proportion to the preset photography times.

16. The program according to claim 13, wherein the photography operation of a new chapter is started every time recording of a photographed image is designated.